



PLC 102 Activity 2 - Listing Conversation Commitment Questions

- Have you looked at any houses yet?
- When do you need to make this move?
- Have you ever sold a home before? (Why is this question important? They might say to you, “Yeah, we’ve sold a house before, that’s why we think we can do it on our own.” If this is the case, ask, “Oh, really, when was that?” “Ten years ago.” To this, you can say, “I see. Well, things have changed....”)
- Why are you trying to sell it on your own?
- What is the next step in your marketing plan? (They might say, “My what?” You say, “Marketing plan.” “We don’t have one,” they say. “Well, aren’t you lucky that I just happened to bring mine?”)
- What is more important to you, price or time? (Watch this. If they say that price is the most important, you follow it up with “So, in other words, if it took you nine months to a year to get the price you want for the house, would that be OK with you?” “No.” “Oh, so we’re saying time is more important?” See, right there in the beginning, you’re putting the entire conversation in its proper context; it’s not about price.)
- If I could help you get moved to Florida, would you be interested in me doing that? (That’s an important question. After you get clear about what they’re committed to, you ask them, “If I can help you do that, would that be of interest to you?” If they say “yes,” you’re getting permission to give them some coaching, which leads you into sharing about your marketing plan.)
- When you’re dealing with an expired, the best question to start off with is “So tell me, what happened?” Let the sellers get off their chest whatever they need to share about their previous experience.”